

GOALS AND OBJECTIVES CHECKLIST

Criteria to assess goals and objectives	Yes	No
GOAL: Express overall mission or purpose of program. <i>The goals of a program guide its development.</i>		
1. Is it a declarative statement?		
2. Is it free of jargon?		
3. Is it short?		
4. Is it concise?		
5. Is it easily understood?		
6. Is it stated in positive terms?		
7. Does it provide a framework for the objectives?		
OBJECTIVE: Describes results to be achieved and the manner in which results will be achieved. <i>Well-written objectives help set program priorities and set targets for progress and accountability.</i>		
1. Does it relate to the goal?		
2. Does it have the necessary elements: who, what, how much, and by when?		
3. Is objective SMART? <ul style="list-style-type: none"> ▪ <u>Specific</u>: <u>Who?</u> (Target Population) & <u>What?</u> (Action/Activity) ▪ <u>Measurable</u>: <u>How Much?</u> (Amount of Change to be achieved) ▪ <u>Achievable and Ambitious</u>: <u>Realistic</u> within timeframe and <u>reflects progress</u> towards achieving the goal. ▪ <u>Relevant</u>: <u>Logical</u> and <u>relates to program goals</u>. ▪ <u>Time-Specific</u>: <u>Specifies time</u> by which objective will be achieved. 		
4. Does it relate to a single result?		
5. Is it clearly written?		